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ABSTRACT

This book offers 21 papers in three parts. After (1) "Introduction" (Jacques Maurais and Michael A. Morris), Part 1, "Global Communication Challenges," includes (2) "Towards a New Global Linguistic Order?" (Jacques Maurais); (3) "The Geostrategies of Interlingualism" (Mark Fettes); (4) "Language Policy and Linguistic Theory" (Douglas A Kibbee); (5) "Babel and the Market: Geostrategies for Minority Languages" (Jean LaPonce); and (6) "Forecasting the Fate of Languages" (William F. Mackey). Part 2, "Major Areas," includes (7) "Language Geostrategy in Eastern and Central Europe: Assessment and Perspectives" (Ferenc Fodor and Sandrine Peluau); (8) "Languages and Supranationality in Europe: The Linguistic Influence of the European Union" (Claude Truchot); (9) "Regional Blocs as a Barrier against English Hegemony? The Language Policy of Mercosur in South America" (Rainer Enrique Hamel); (10) "Effects of North American Integration on Linguistic Diversity" (Michael A Morris); (11) "Sociolinguistic Changes in Transformed Central Asian Societies" (Birgit N. Schlyter); (12) "Language and Script in Japan and Other East Asian Countries: Between Insularity and Technology" (Stefan Kaiser); (13) "Sub-Saharan Africa" (Roland J. L. Breton); and (14) "Australasia and the South Pacific" (Richard B. Baldauf, Jr. and Paulin G. Djite). Part 3, "Language of Wider Communication," includes (15) "The International Standing of the German Language" (Ulrich Ammon); (16) "Arabic and the New Technologies" (Foued Laroussi); (17) "Russian in the Modern World" (Vida Io. Mikhalchenko and Yulia Trushkova); (18) "Geolinguistics, Geopolitics, Geostrategy: The Case of French" (Robert Chaudenson); (19) "Towards a Scientific Geostrategy for English" (Grant D. McConnell); and (20) "On Brazilian Portuguese in Latin American

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Integration" (Maria Da Graca Krieger). The conclusion offers (21) "The Search for a Global Linguistic Strategy" (Humphrey Tonkin). (SM)

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